

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
EVALUATING THE SUCCESS OF A PROMOTION IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK**

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ABSTRACT

A system, method and computer program product are disclosed for evaluating a success of a promotion utilizing a network-based supply chain management framework. Data

10 from a plurality of stores of a supply chain is received utilizing a network. This data relates to the sale of goods by the stores. A time frame of a plurality of past promotions is identified and the data for each of the past promotions is analyzed utilizing the associated time frame. The resulting analyses of the past promotions are then compared.

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